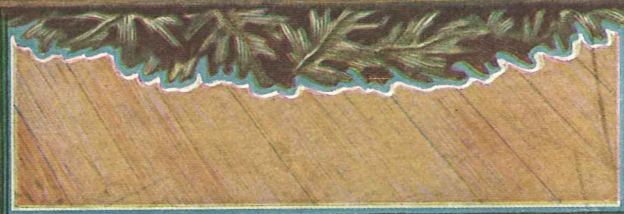


MODERN  
OAK FLOORS  
GOOD *for a hundred years*





*Belma Gilbert*



Dark or Golden Oak



Walnut



Light Oak



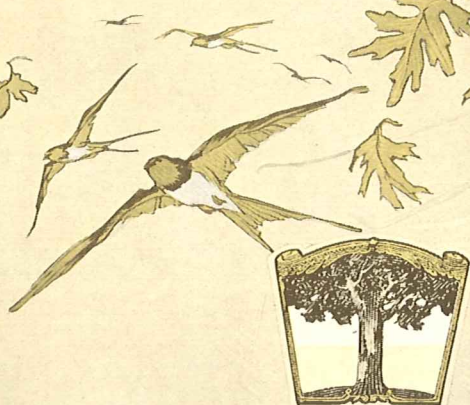
Mahogany



Natural

# OAK FLOORS

*for Everlasting Economy*



OAK FLOORING ADVERTISING  
BUREAU  
*1014 Ashland Block Chicago*



# OAK FLOORS

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READ THE WHOLE BOOK AND LEARN THE WHOLE STORY



SIXTH EDITION

February—1923

OAK FLOORING ADVERTISING BUREAU

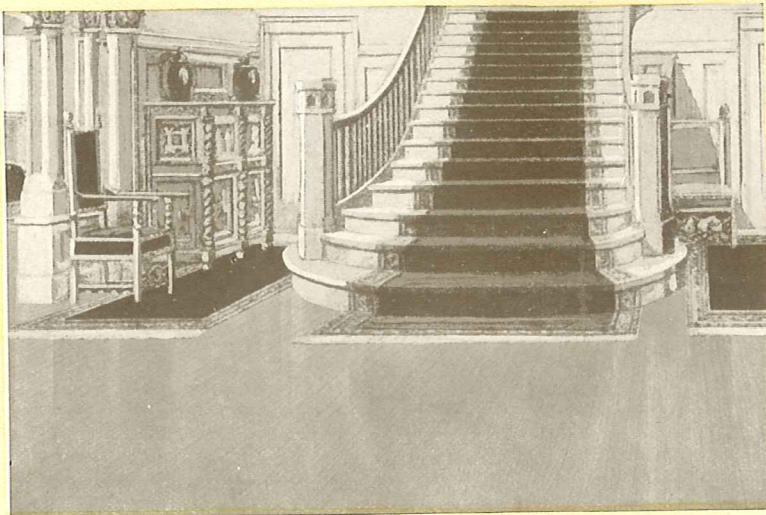
1014 Ashland Block,

Chicago, Ill.

GOOD for a hundred years



# OAK FLOORS



IN this book we present the principal facts about Oak Floors so completely that when you have read every word you will be well informed on the subject of floors in general and Oak Floors in particular. The matter is so arranged and indexed that you can easily find any specific information in which you are interested.

Perhaps we should apologize for explaining any thing so well known and universally standard as Oak Floors. Our excuse is that every one knows many things in a vague way upon which his thought has never crystallized into a definite opinion.

Your knowledge of Oak Floors is probably incomplete unless at some time you have had occasion to study their possibilities in some practical way, and then you may not have received an accurate and authoritative explanation of their many advantages.

## Back Through The Ages

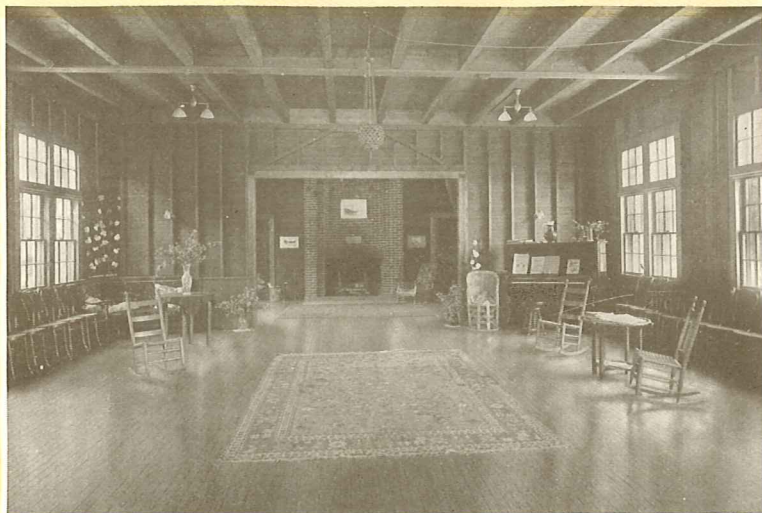
Oak was adopted several hundred years ago as the unsurpassed and unsurpassable wood floor in the palaces and chateaux of Europe, whose owners mostly had little to do but cultivate the arts of fine living, and, whatever else may be said to their discredit, certainly did cultivate those arts to a high degree of perfection.

These wealthy and cultured people found by investigation and experience, by living with and upon Oak Floors for years, yes, for generations, that the Oak tree which had always meant so much to the human race as a symbol of beauty, strength, sturdiness and long life, produced flooring material which satisfied to a nicety the practical as well as the sentimental needs of humanity.

GOOD: for a hundred years



# OAK FLOORS



Their experience showed that Oak was hard, tough and strong; that Oak Floors remained for generations, if given reasonable care, in practically the same fine condition as when laid. Their experience showed that Oak had a beautiful figure or grain, which could be varied by cutting it in different ways; that Oak had a natural, luminous and attractive color; that it could be polished and waxed or varnished to any desired degree of brilliancy, and that it was easy to keep clean and lustrous.

Above all, their experience showed what only experience can show, that an Oak Floor is a delightful thing to live with, a pleasant, satisfying background for family life which fits in with any surroundings, which, in short, adds to the homelikeness of home and carries some of its homelike attractiveness with it wherever it is used. And many of these ancient Oak Floors still exist in admirable condition to prove these points.

## Not a high-priced luxury—but an economy

In our day American ingenuity and enterprise in manufacturing have placed Oak Floors within the reach of all, have adapted them to many new uses and have demonstrated that for all types of floors Oak can and should be used to secure the best results.

Perhaps it is because Oak has been associated through the generations of men with what is fine and stately, with what is beautiful and costly, like gold, silver, lace, silk, marble and other highly desirable things, that the average person invariably overestimates the cost of Oak Floors.

GOOD: for a hundred years



# OAK FLOORS



The fact is, Oak Floors in most cases cost less than ordinary floors covered with carpets and very often people decide upon carpeted floors in the belief that they are cheaper than Oak Floors when just the contrary is the case.

From the nature of the lumber business Oak Flooring can have no basic price as it must sometimes be shipped long distances from the mills to reach the consumer. But any architect, contractor or lumber dealer can quote local prices and you can compare them yourself with prices of ordinary flooring, plus cost of carpets.

In the lumber business it is customary to quote prices by the thousand feet and people outside the business hearing these prices are prone to exaggerate the cost of Oak Flooring as applied to a given set of rooms.

You probably spend on a single piece of furniture, or a floor lamp, more than enough to floor a given room with fine Oak Flooring.

## Oak Floors Over Old Floors

There are thousands and thousands of homes in America built before hardwood floors became the flooring demanded by modern living ideals, or built in a mistaken belief that by doing without the much-desired Oak Floors the owner was practicing economy.

There is a special thickness of Oak Flooring ( $\frac{3}{8}$  of an inch) which is made to be laid down over old floors, using the old floors as sub-floors, so that even those who failed to install Oak Floors when building may do so at any time at a cost which is actually less than the cost of sufficient good carpet to cover the space.

GOOD for a hundred years



# OAK FLOORS



$\frac{3}{8}$ " thickness costs less than the standard thickness, having a lighter shipping weight and has all the fine appearance and finish of the standard thickness. No one would know, unless he was an expert, whether such a floor, when laid and finished, was the standard thickness or this  $\frac{3}{8}$ " special thickness.

## New Oak Floors in Old Homes

Having read what goes before you will recognize the solution of your own problem. If your floors are not satisfactory, if the old home needs "something" and you can't tell just what, if you want to have that feeling of home-like luxury that goes with a lustrous Oak Floor, if you want to have a place where you can roll back the rugs and hold a little home dance when the spirit moves, if you want to improve and brighten up the appearance of the living room, dining room, bedrooms and halls and everything in them—Lay Oak Floors over your old floors.

Call in the carpenter or consult the lumber dealer, ask for prices and be pleasantly surprised!

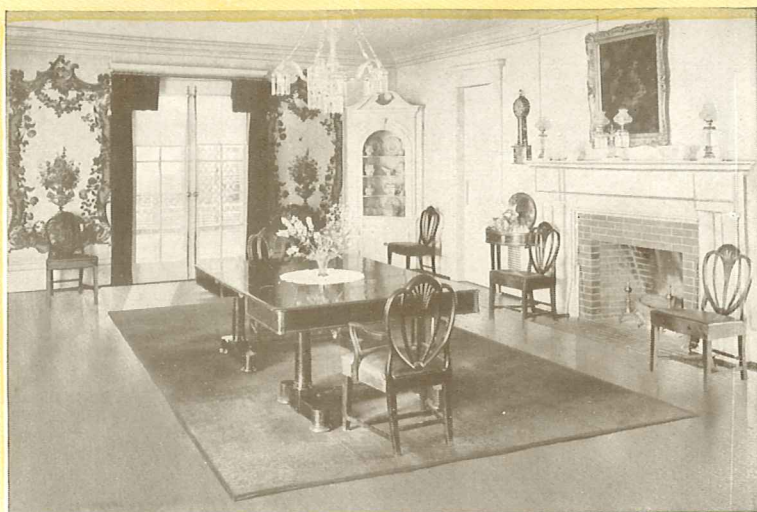
## Oak Floors Save Housework and Health

The knowledge has rapidly come upon us that an old fashioned floor covered with carpet closely tacked down around the edges is a very unsanitary thing. It catches dust and germs which penetrate under the carpet and cannot be removed by sweeping, though every footfall lets loose a little cloud to poison the air we breathe. This may not be seen but it takes place, nevertheless, even on carpets kept as clean as possible. And since it is an enormous

GOOD: for a hundred years



# OAK FLOORS



job to take up, clean and put down a tacked carpet, this is never done as often as health requires.

Oak Floors have solved this problem completely. Their delightful polished surface may be dusted with almost no effort at all with a cloth covered broom, a floor brush or a "dry mop". The rugs (which may have been made of the carpet, cut down) may be taken up for cleaning with little trouble, and germs and old dirt are thus completely conquered.

Because of the general recognition of the necessity of doing away with tacked carpets and their dirt and heavy housework, numerous artificial substitutes for Oak Flooring are upon the market. Most of them cost nearly or quite as much as Oak Flooring (sometimes even more) and Oak will last a year for every week they will last. We have actually seen substitutes made to imitate Oak Flooring which sold in the store for more than the real thing would cost, including laying and finishing.

Today genuine Oak Floors are universally conceded to be the fashionable, handsome, sanitary, labor-saving floors which give the final touch of elegance, good taste and moderate luxury which makes home what it is. From the palatial residence to the cozy cottage a home can scarcely be called modern which has no Oak Floors.

And to cap the climax of the argument you can lay Oak Floors right over your old floors and the cost, labor, finishing and all, will be less than the cost of good carpet.

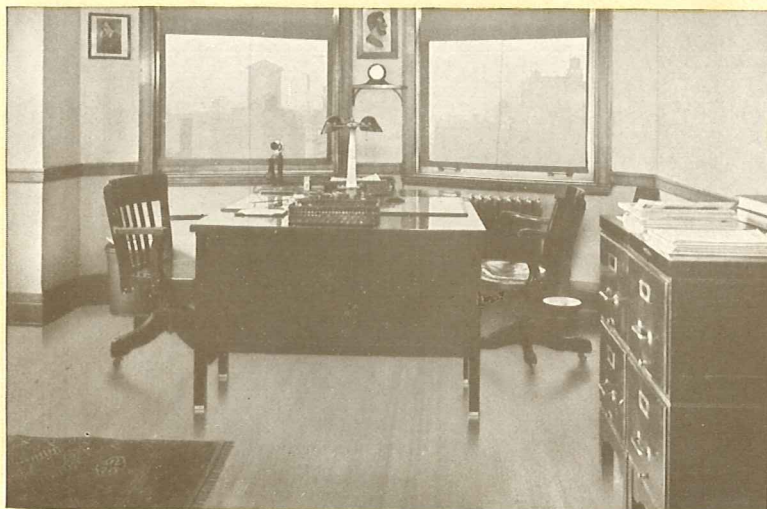
Furthermore, any man who is handy with tools can lay the floors himself and thus save the entire cost of labor which is a large part of the total.

(See page 17)

GOOD for a hundred years



# OAK FLOORS



## Offices

If you are a business man you probably spend about one-third of your life in your office. You are entitled to feel at home there and you want an air of prosperity and success to abide there for business reasons, besides.

Perhaps you buy carpets or even costly rugs. You select your office furniture with care, yet when all is finished something seems lacking.

The truth is that about the biggest improvement you can make in an office is to lay a polished Oak Floor right over the old floor. It will change the whole atmosphere of the place instantly, and even with a few small and inexpensive rugs or no rugs at all, will look much better than a fine oriental rug laid over a dingy floor such as is seen in so many offices.

Perhaps you rent your office space but if you expect to occupy it for the next two years even, you can easily afford the small cost of  $\frac{3}{8}$  inch Oak Flooring. Ask any carpenter or lumber dealer for prices and see for yourself that Oak Floors cost less than good carpet.

In the long run Oak Flooring is the cheapest kind you can buy, for Oak Floors are "Good for a hundred years."

## Oak Floors Increase Selling and Rental Value of a Building 25%, on the average

If you have a building for sale which has not Oak Floors, about the easiest way we know of to make money is to put in Oak Floors before you sell. A

# GOOD: for a hundred years



# OAK FLOORS



*The houses mentioned in our "Interesting Story"*

couple of hundred dollars invested in Oak Floors, laid right over the old floor, will often add from \$500 to three or four times \$500 to the selling price, owing to the astonishing improvement Oak Floors make in the appearance of the whole building.

The same applies to rents. Tenants will gladly pay higher rents where polished Oak Floors are laid than for exactly the same premises with old fashioned, dingy floors.

## An Interesting Story for Every Owner of An Old Apartment Building or House

Back in 1876 two houses were built on North State Street, Chicago. They were exactly alike and stood side by side. That was before the great popularity of modern Oak Floors and they both were floored with soft wood in the old fashioned way.

A few years ago they were sold. Number One had been refloored over the old floors with  $\frac{3}{8}$  inch Oak Flooring. Number Two had not. Otherwise they were just alike.

Number One sold for \$10,000. Number Two sold for \$8,000, a difference of \$2,000 entirely due to the Oak Flooring which probably cost three or four hundred dollars at the most.

This is a true story. A picture of the houses, which are separated by a black line, is shown on this page.

# GOOD: for a hundred years

9



# A Few of the Most Popular



Quarter Sawn Oak—Natural



Quarter Sawn Oak—Weathered



Quarter Sawn Oak—Dark



Quarter Sawn Oak—Golden



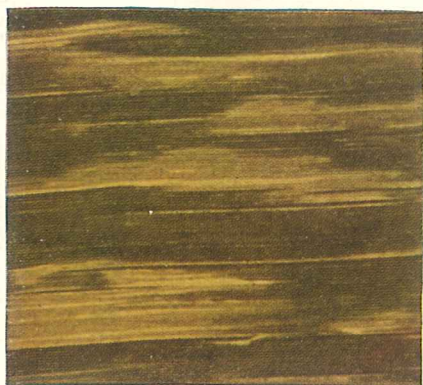
Quarter Sawn Oak—Grey



Quarter Sawn Oak—Forest Green



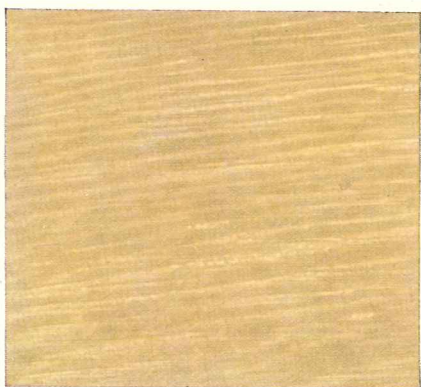
# Stains and Finishes



Plain Oak—Dark



Plain Oak—Golden



Plain Oak—Natural



Plain Oak—Weathered



Plain Oak—Grey



Plain Oak—Forest Green



# OAK FLOORS



*Indian Village Manor, Detroit, Michigan  
10 Carloads of Oak Flooring in this building*

## New Apartments

What applies to old apartments surely applies all the more to new ones. But, as in the case of houses it is almost ridiculous to argue in favor of a floor for apartments when hardly any builder of an apartment would even think of using any other kind. From the most modest to the most luxurious, practically every apartment building is floored with Oak, for Oak makes the most beautiful, cleanly and generally desirable floor to be had, is a good economical investment, and an Oak Floor is "Good for a Hundred Years."

## Hotels

The hotel with the most home-like air about it is the one the traveler returns to. There are many limitations in hotel construction due to the hard usage the casual traveler is apt to give and many hotel men have felt constrained to stick to the old fashioned tacked carpet.

But, Mr. Hotel Man, although you must, be it granted, have a permanently placed rug or carpet—granted that a polished all-over hardwood floor with small rugs is a home proposition and is neither necessary nor practicable, will you answer for yourself a question or so?

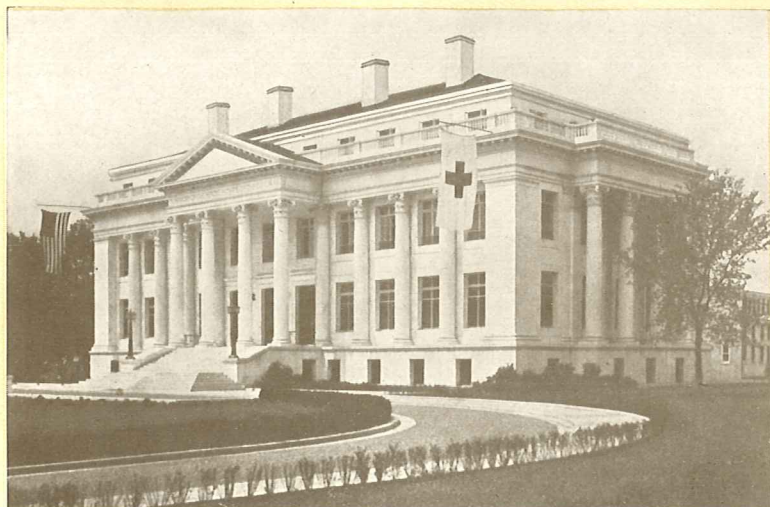
Did you ever stop to consider that in either a new or your present building you can have a border of polished Oak Flooring in each room, add much thereby to the pleasure and comfort of your guests and at the same time save money because the Oak Flooring-material, labor, finish and all—will cost less than the same yardage of good carpet?

When you build think this over. When you recarpet think this over.

GOOD: for a hundred years



# OAK FLOORS



*National Headquarters American Red Cross, Washington. OAK FLOORS*

When your carpets show wear and you need to replace them (and quite naturally don't like to do it), think over the fact that you can make over your carpets, throw out the worn parts, lay  $\frac{3}{8}$  inch Oak Flooring borders and greatly improve your premises, at the same time saving yourself a lot of money.

## Schools and Public Buildings

For the library, the courthouse or other public buildings it is quite obvious that Oak Floors have the same advantages as for house, apartment or hotel. This is equally true of schools. Oak is so tough and strong that it withstands heavy traffic for many years, as the use in a host of public buildings, and many schools most eloquently testifies.

## Dance Floors

Of course the ballroom, the hall, the assembly room, any place where a smooth and beautiful dancing floor is desired, must "just naturally" be floored with Oak. Laid with care, properly scraped, finished and waxed, the "perfectly lovely floor" that tempts to "just one more encore" is bound to be Oak. The lively color and satin gloss of a fine Oak Dancing Floor are not to be equalled by anything less than genuine Oak.

## Churches

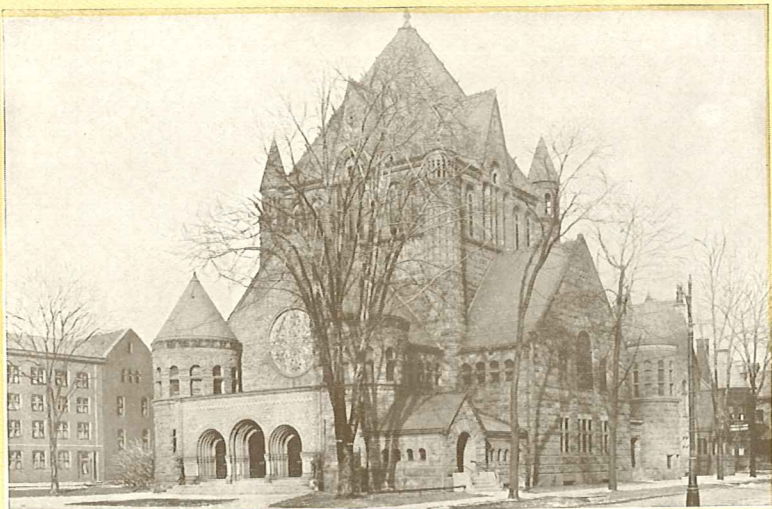
A church in which so much care has been taken to create the atmosphere of worship and welcome in architecture and pew and then—a dingy, repulsive, hard-to-clean floor! What an incongruity!

How much greater attractiveness, how much more of welcome is expressed

GOOD: for a hundred years



# OAK FLOORS



*First Presbyterian Church, Detroit. OAK FLOORS*

by the warm, pleasant lustre of dustless, shining Oak underfoot with perhaps a "runner" in each aisle to catch the dust of summer and the moisture of a rainy Sunday!

Surely the effort and the small expense of re-flooring your church with Oak (right over the old floor) is well worth while.

And for a new church you need only to remember and insist. The added cost is nearly or quite nothing at all, though an Oak Floor is "Good for a hundred years."

## Takes All Stains and Finishes

The finishing of an Oak Floor is a most important feature, involving cost, color and finish desired. Personal taste and artistic or decorative effects are the only guide for the floor finisher.

You may take it for granted, however, that an Oak Floor may be finished in any desired color, shade or tone, to harmonize with any detail of interior decorating or furnishing. Oak Floors are colored all the way from dark brown to light, silver gray.

This susceptibility to various stains and finishes is an advantage which Oak Flooring does not share with other hardwoods.

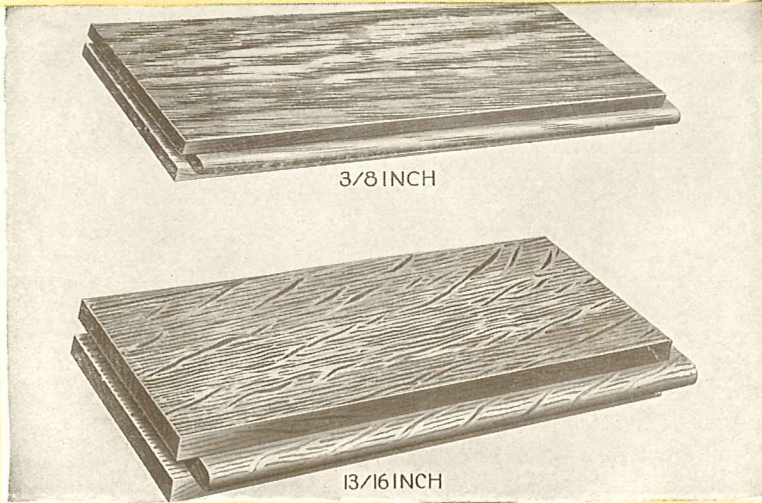
## The Right Kind of Oak Flooring for Your Purpose—How to Choose

The selection of the proper kind of Oak Flooring for your particular purpose is largely a matter of personal taste and of price. But there are certain general rules within which your taste should operate to get the best results.

GOOD: for a hundred years



# OAK FLOORS



## *Kinds of Oak*

There are two kinds of oak principally used for flooring. There is small choice between them as far as merit goes and usually no difference in price. They are White Oak and Red Oak. The chief difference is that the White Oak is somewhat lighter in color and of not quite so "warm" a tint as Red Oak. Your personal preference is the best guide here, and most people would quite as soon have the one as the other.

## *Thicknesses and Widths*

Oak Flooring is made in two standard thicknesses and several widths. For new floors in new buildings it is made  $\frac{13}{16}$  inch thick. For laying over old floors it is made but  $\frac{3}{8}$  inch thick, for the reason that over an old floor that is strong enough already, what you need is the surface, not the strength, and it would be a needless expense to you to make it full thickness. Either kind will last so long that, practically, you may say it will never wear out.

The widths made in  $\frac{3}{8}$  inch Oak for laying over old floors are  $1\frac{1}{2}$  inches and 2 inches. In the  $\frac{13}{16}$  inch flooring, used in new buildings, the widths are  $1\frac{1}{2}$  inches, 2 inches and  $2\frac{1}{4}$  inches. The use of these various widths is a matter of personal preference and price.

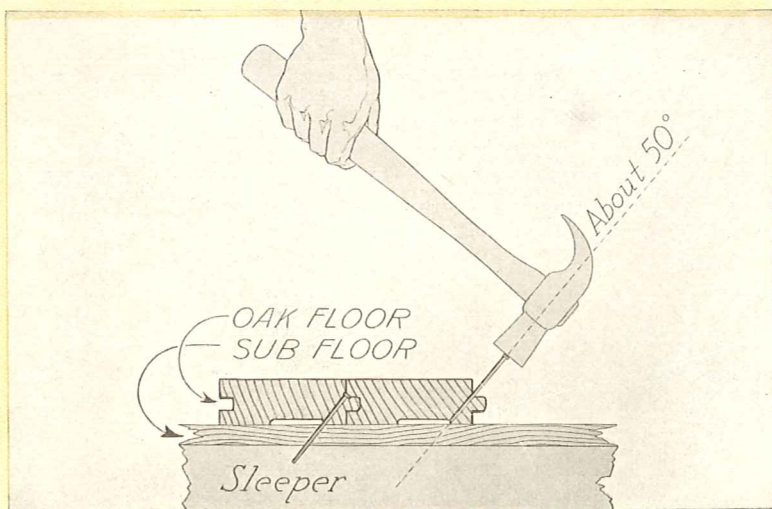
## *Form of Oak Flooring*

The standard shape of Oak Flooring is the result of long experience and careful scientific study. It is interesting to see how such a simple thing can mean so much. By looking at the diagrams above, you will see that each piece of flooring is tongued or grooved on both sides and both ends. This is of course to hold the flooring close and level and, simple though it looks, the

GOOD: for a hundred years



# OAK FLOORS



*"Blind-Nailing" an OAK FLOOR*

exact form of tongue and groove to go together easiest and hold hardest has been a matter for much experiment and study.

Another ingenious thing is that all Oak Flooring is made just the least bit narrower at the back than at the face. The result of this is that when tightly nailed together the backs cannot hold the faces apart and this is why no joints or "cracks" can show in a well laid Oak Floor.

You may have wondered why it is that no nail holes ever show in an Oak Floor. The reason is that the strips are so designed that the nails are driven at an angle through the tongue. The top of each new strip thus covers up the heads of the nails in the strip nailed last before it. This is called "blind nailing."

## *Grades of Oak Flooring*

There are seven grades of Oak Flooring, three of quarter-sawed and four of plain-sawed.

Quarter-sawed Oak has a peculiar figure or pattern on its surface with which you are probably familiar. (See pages 10 and 11.) Plain sawed Oak is made without regard for figure but is for most purposes quite as desirable as quartered.

For your general guidance we give the names of the grades and their most common uses. These will enable you to use your own judgment as to which sort will best fulfill all your requirements. Great durability is common to all grades of Oak Flooring.

## *Uses of the Various Grades*

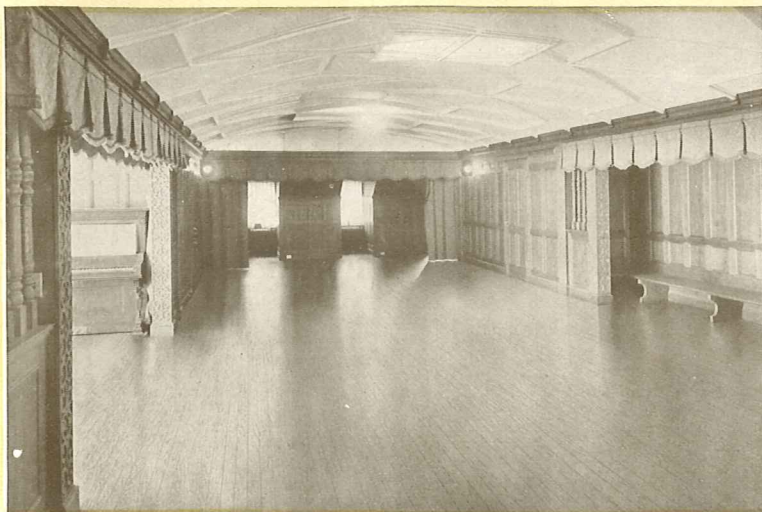
### **Quarter-Sawed Oak Flooring:**

Clear, quarter-sawed: Fine residences, hotels, apartment houses, churches, clubhouses, etc.

**GOOD** for a hundred years



# OAK FLOORS



Sap clear, quarter-sawed; and Select, quarter-sawed: These grades are very satisfactory to use in place of Clear, Quarter-sawed for the sake of lower price and especially if a darker finish is desired.

## Plain Sawed Oak Flooring:

Clear, plain sawed: Fine residences, hotels, apartment houses, hospitals, churches, clubhouses, etc.

Select plain sawed: A lower priced floor for the above uses which is also widely used in Schools, office buildings and stores.

No. 1 Common: Low priced houses, tenements, etc., high-grade factories and manufacturing buildings.

No. 2 Common: Used wherever a durable floor and a low price are the principal requirements, as in warehouses, factories, tenement houses, etc.

## Laying Your Own Oak Floors

Any person who is handy with tools can lay Oak Flooring successfully in new houses or over old floors in old homes.

We are sending you our technical booklet "Oak Flooring, How and Where to Use it". This booklet contains practical instructions on laying, nailing and finishing. It also shows you how to arrive at the exact amount of Oak Flooring required; how to care for Oak Floors—in fact, each detail from receiving the bundle of Oak Flooring to the finished floor is carefully considered.

The instructions can be easily understood by the layman and the professional builder alike.

GOOD: for a hundred years



# OAK FLOORS



## Summary

Why, for your own sake, you should decide upon Oak Floors.

They are the most beautiful—as you already know

They are the most durable—showing no wear

They are the most sanitary—no place for dirt to collect

They are easy to keep bright and clean, with little effort

They cost no more than other forms of flooring

They last a hundred years.

They increase selling and renting value 25%, and more

They are really heirlooms of which your descendants will  
be proud

They improve with age and use

They will be worth more ten or twenty years from now than  
they are today

They are invariably chosen by wealthy home builders who  
aim at the best obtainable

They have been, through all the ages, the supreme floors

Their use is dictated by the best taste and by all the man-  
dates of modern culture and modern hygiene

# GOOD: for a hundred years



# OAK FLOORS



## Your Questions

You will find a helpful index to the subjects covered in this book in the front of the book.

If we have failed to cover in this book any points which are of interest to you please do not fail to write us, asking questions which we shall take special pains to answer fully, carefully and promptly.



Oak Flooring Advertising Bureau  
1014 Ashland Block  
Chicago, Ill.

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